

According to Wi-Fi analytics, it is possible for a company to obtain the information about the effectiveness of advertising. On the basis of research findings of a company, 7% of those who read the advertisement come to the shop during a 2 week-research. The number of new visitors during this period increase by 6.5% compared to the same period in the previous month [4].

Our aim was to analyze what type of Wi-Fi advertisement may enable the company to attract more clients. So we made a list of questions and interviewed 102 people. The first question was: do you connect to free Wi-Fi in shopping centers, cafes and other places. Research findings show that 52 percent connect to free Wi-Fi. The second question was: do you leave Wi-Fi on in your mobile device. 62,7 percent do not turn off Wi-Fi on their mobile phones. On the basis of these data, Wi-Fi advertising without connection can attract more people. It means that it works more effectively, as it enables a company to interact with a larger audience.

From these facts, one may conclude that the main impact of Wi-Fi can be used to send targeted advertisements to users on the basis of their profile, interests, location, preferences and even Google queries each time they enter the business location. That is why many businesses are shifting their advertising tactics from traditional digital advertising towards Wi-Fi Advertising.

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SHOCKVERTISING AS A WAY TO PUBLIC ATTENTION

In today's world burning topic of many discussions is tolerance and morality. Tolerance towards people of different race, feminists, sexual minorities and so on. This is also connected with the sphere of marketing and advertising.

As brands and organizations are trying to draw attention to their products through advertising and the topic of tolerance is a peg to hang a thing on, a mixture of these trends is a sure way to be at issue. But there are always those who support your idea and those who hate it with all their hearts. Companies often use immoral topics, and then advertising becomes a symbol of public discontent. In such cases a term shockvertising is used.

Shockvertising is a type of advertising that "deliberately, rather than inadvertently, startles and offends its audience by violating norms for social values and personal ideals". The essence of shock advertising is a provocation of society; manufacturers tend to cause a scandal in public. The shock techniques are the most controversial influence technologies of advertising. There are doubts about the effectiveness of this type of advertising in terms of moral and ethical standards, and its acceptancy by different cultures.

In this article I would like to show you how shockvertising is used in reality, analyze some effects it can have on the society and comment it from my point of view.

So, there are the most obvious examples of such advertising:

1. French ad against smoking, saying: "Smoking is being a slave to tobacco". It targets at persuading youngsters to stop smoking. Many people criticize that this advertisement is inappropriate that it consists of racy content involving sex abuse. I do agree that the advertisement may be inappropriate in the sense that it makes people think of sex abuse. However, I do find the advertisement convincing to young smokers when comparing with typical anti-smoking advertisements illustrating boring statistics and health stuff. Anti-smoking advertisements are posting here and there. Young smokers can be so rebellious that those harmful effects caused by tobacco could not even bother them.

2. A series of advertisements against domestic violence for Amnesty International. Amnesty International's global campaign to stop violence against women was launched on International Women's Day in March, 2004. The campaign focuses on identifying and exposing acts of violence in the home. It calls on governments, communities and individuals to take action to prevent such acts.

3. Luxury Italian eyewear company has decided to advertise their glasses in a very extraordinary way by placing a fifth point instead of a person's face. Call "Kiss my glasses" beats the famous expression "Kiss my ass". I found many comments to this advertising, saying that people do not want to wear such glasses that can make their faces look like ass. But there is no official sales information after the campaign took place.

4. "If you are not totally clean, you are filthy". Marketers from Just Liquid found not the most pleasant way to advertise a new anti-bacterial soap. Thus, the viewer can see that even slightly dirty hands can be carriers of dangerous microbes that are no less nasty than cockroaches.

5. "Why doesn't your mama wash you with Fairy soap?" The most obvious example of racism in advertising. Although this advertising was printed in 1875, it was criticized in 1940s for being racist.

6. In South Africa, 75% of female murders are committed in the family with legal weapons. Most often they are killed by their own husbands. The social posters of Gun Free South Africa (GFSA) remind women that they can be the next target of their partners.

7. The increased threat of terrorism has brought with it increased anti-Islamic sentiments in the world. Social advertising of the organization PASSAP (People against suffering, oppression and poverty) is directed against Islamophobia. Unfortunately, this positive mood towards the muslims is not accepted all over the world.

8. Italian social advertising against social media persecution. "Every time you like a defamatory content, you become a bully. Cyberbullying hurts as much as the real thing". Being a part of young generation, I can say that one of the hardest trauma of childhood is bullying that now is distributed on the Internet. It is very good that now people pay more attention to this problem.

9. Reebok Russia has reworded the English ad slogan "Never apologize for being strong" as "Stop sitting on the needle of male approval, start sitting on men's faces". Despite being discussed as a disgusting advertising, after this campaign a 20%-increase in sales at official web-site was mentioned. Source "The Village" also speaks of the increased interest of buyers to Reebok products from February 8 to 11 compared to the same period in the previous week.

10. "Many people believe that if you have lung cancer you did something to deserve it. It sounds absurd, but it's true. Lung cancer doesn't discriminate and neither should you. Help put an end to the stigma and the disease". Eye-catching phrases may cause resentment, but it is exactly what requires shockvertising.

Summing up, I can say that shockvertising isn't for everyone. Used effectively, it can send a message that elevates a business entity's profile and positions its brand as forward-thinking. Used ineffectively, the marketer may lose goodwill and customers. However, we must not forget the fact that in order to "infect" the whole world with any idea, according to theory of Diffusion of Innovations which was popularized by Everett Rogers, it is necessary to convince 5% of the population, and they will convince the rest. As volatile as it may be, shockvertising has become a commonly used approach in contemporary advertising.

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